

## Claims

- 1 A display device for use in an illuminated display system, said device having a transparent medium with first and second surfaces to be illuminated in use, wherein at least one of the first and second opposing surfaces has a matrix of spots each having a hollow transparent interior, which matrix covers at least a major portion of the surface to be illuminated for providing an even and increased illumination throughout that portion of the respective surface, the matrix of spots not forming a or part of a message or information to be illuminated.
- 2 A display device as claimed in claim 1, wherein the hollow transparent interior of each spot is of a shape corresponding to the outer periphery of the spot.
- 3 A display device as claimed in claim 1, wherein the hollow transparent interior is of a shape different to the outer periphery of the spot.
- 4 A display device as claimed in any one of the claims 1 to 3, wherein the spots are translucent.
- 5 A display system as claimed in any one of claims 1 to 3, wherein the spots are opaque.
- 6 A display device as claimed in any one of claims 1 to 5, wherein the spots are light coloured, e.g. white.
- 7 A display device as claimed in any one of claims 1 to 6, wherein only one of the first and second surfaces has the matrix of spots thereon.
- 8 A display device as claimed in any one of claims 1 to 6, wherein both the first and second surfaces have the matrix of spots thereon.
- 9 A display device as claimed in any one of claims 1 to 8, wherein said spots

increase in size with increasing distance from an edge of the medium at which a light source is located in use of the display system.

- 10 A display device as claimed in claim 9, wherein said increase in size is both of the external periphery and of the hollow interior periphery.
- 11 A display device as claimed in any one of claims 1 to 10, wherein said spots are annular spots.
- 12 A display device as claimed in any one of claims 1 to 11, wherein said matrix covers substantially the entire surface to be illuminated.
- 13 An illuminated display system including a display device as claimed in any one of claims 1 to 12, in combination with a light source in optical communication with said transparent medium for illuminating said first and second surfaces.
- 14 A display system as claimed in claim 13, wherein said light source is in said optical communication with the transparent medium at an edge surface of the medium disposed transversely with respect to said first and second surfaces.